



Empowerment of Coastal Communities in the Management of Shell Shell Waste Into Economically Value Products in Tanjung Balai

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ABSTRACT

Empowerment programs must be implemented in the context of alleviating poverty in coastal communities. A program to empower poor families for coastal communities that can be carried out is by using shell waste to create creative art products because shell waste is a waste that has economic value when made into crafts. This research is a case study research with descriptive research type. This research interviewed several sources such as the local community, craftsmen and distributors or traders of shell crafts. Shellfish shell waste processed and developed by the Tanjung Balai coastal community has sales value so this program is effective in helping improve the community's economy and is effective in reducing environmental pollution. The conclusion from this research is that shellfish have economic value for the coastal communities of Tanjung Balai, making this program effective in helping improve the economy of coastal communities. The suggestion is that there is a role for the government and private sector to develop this product to be better and have a higher selling price.

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INTRODUCTION

One of the activities that needs to be implemented in an effort to reduce poverty in coastal communities is the empowerment of poor communities. These activities are carried out by poor communities and assisted by local government officials. One way of empowerment is by providing donations to poor communities. (Bakarbessy, D 2021).

It is hoped that this activity will eradicate the roots of poverty by accelerating efforts to reduce the number of poor people, strengthening which includes four aspects, namely: improving the quality of human resources, capital, job creation, and strengthening the institutions of poor groups. Because the empowerment program for poor families in coastal communities really needs to be carried out considering that most of the children's education in the group is at a minimum level, the health of group members is high, and group dynamics are relatively high. (Aisyah, I S. 2018)

Based on this, therefore, action is needed to support poor communities, especially those related to the idea of developing human and environmental potential. The first is the household shell craft industry. It is hoped that this will provide a significant boost to community income, which will ultimately become more evenly distributed through developing regional potential in the agricultural and manufacturing sectors. (Ratnawati, A. 2020).

Considering that mussels are one of the leading coastal commodities in Tanjung Balai, where the production of green mussel cultivation in 2018 could reach 8,065.3 tonnes (Tanjung Balai Fisheries Service, 2019) with the volume of shells produced ranging from 8,904 m³. This amount does not include production caught by local fishermen and shellfish imported from outside the area to be processed and marketed.

With high production, it is certain that the potential for shell waste produced is also high, considering that only 25% of the shellfish body is consumed and 75% of the shells become waste. This can increase the potential impact on environmental quality and the health of surrounding communities.

Therefore, to deal with the problems that arise in the environment due to shell waste, it is the right choice to make handicrafts from shells, considering that shells are one of the few pieces of oceanic power that have economic value, both in the form of meat and shells. If used as the main raw material for various types of crafts, shells have quite large economic potential and can also help reduce environmental degradation. This type of crab has a texture that is very suitable for forming into various animal shapes, especially as special souvenirs in pessimistic areas. (Ratnawati, 2020).

Apart from providing financial benefits for business owners, shell craft businesses also improve the working environment and increase the creativity of the general public by responding to continuous market demand. This also allows the products mentioned above to be produced as high quality senior citizen products. (Bahri, 2021).

Especially in suburban tourist locations, these hand products have the potential to become unique souvenirs (Abubaar, 2021). In this case, the aim of using shells in the production process is not only to increase the economic value of the product but also to mitigate environmental damage. Supriadi et al., 2021).

Based on the researchers' field study survey, the location near Simardan Island was identified as having potential marine resources and the potential for quite abundant shellfish. And in this area, an empowerment program has been implemented using shellfish waste. So, based on this, researchers are interested in finding out "whether the coastal empowerment program in managing shellfish waste into economically valuable products is effective in overcoming the economic problems faced by coastal communities."

METHOD

This research is a case study research with descriptive research type, namely to provide a comprehensive picture of the empowerment of shell crafts in Tanjung Balai City.

The approach used is qualitative, namely to explain the reality or empirical findings so that they can be described in more detail and clearly, especially those related to improving the capabilities of poor communities.

This research interviewed several sources such as the local community, craftsmen and distributors or traders of shell crafts.

RESULT AND DISCUSSION

Preparation Stage for Making Crafts

Researchers conducted interviews directly at the place where shells are made and processed which are managed as souvenirs. The aim is to find out how housewives and members of fishing families use shellfish waste to produce products of economic value and improve their economy. The socialization will involve various activities, such as meetings with craftsmen, surveys of craft production locations, and surveys of distributors or sales locations.

In this outreach, researchers will be invited to see the production of souvenirs in detail. Apart from utilizing shellfish waste produced from the surrounding environment, they also receive distribution of shells from other places too. This model can be used for finished goods production, raw material procurement, and product assembly. This activity carried out by the community was motivated by a significant increase in the number of shells growing around shellfish processing locations and the economy. Not to mention educational programs that teach parents how to raise creative children using the shells mentioned above.

The process of making clam shells into craft products includes collecting clam shells, washing and cleaning the clam shells from dirt or coral attached to the clam shells, as for the tools and materials in the process of making clam shell crafts, namely clam shells, knives, paint, glue gun and buckets. Next, a selection process is carried out where the shells are sorted based on the size and type of shell. After the selection is carried out, the shells will then be washed, soaked overnight in soapy water so that the dirt can fall out, after this stage the shells will be dried in the sun until completely dry.

Then the shells will be painted or polished according to the needs of the craft being made. To make flowers, you need to paint the shells so that the resulting decorative flowers can attract consumers with attractive and beautiful colors. After the painting process is carried out, the shells will be dried in the sun again until the resulting paint is completely dry.

The mothers will start making crafts from seashells that are ready, the mothers will divide the task of making seashell crafts into several groups to speed up the process, the sponge or foam is shaped into flower

petals after that the seashells or seashells have been colored. The flowers are arranged to form groups of flowers according to the sponge or foam that was formed using glue so that the shells can blend well, after that, glitter or bling is given at the end of the flower to make it look more attractive, after that the ready flowers are dried in the sun again to get For good results, once the flowers are dry, they will be decorated with stems made from bamboo sticks or special plastic flower sticks and decorated with leaves to beautify the flowers.

Another group will make vases for the flowers, the flower vases will be made from seashells or Ciput shells, before that the vases will be made first from used wood or used plastic sheets and shaped into vases and then attached with seashells to form the vase. The other group will be tasked with arranging the dried flowers and combining them with the vases that have been prepared so that they become decorative flowers that are ready to be sold with good economic value.

We asked several questions to several people (researchers) "In your opinion, the quality of the shell craft product that you bought is quite good, for example, is this craft strong enough to last?" and the essence of the answer from several people was that they said (Buyers) "Yes, I think the quality is quite good at a fairly affordable price, yes, and if it lasts a long time, it depends on how we store it, the point is, if the quality is not good, it's impossible for me to always I bought this handicraft to give to my brother who was playing here as a souvenir!"

And it can be concluded that the quality of the shells made into handicraft products is very good. And from the interviews we conducted, we can help understand how local economic potential can be increased through the activity of utilizing shellfish waste into economically valuable products.

Success of the Empowerment Program for the Utilization of Clam Shell Waste

The author carried out this research activity to see whether empowerment programs for poor communities can really be effective in overcoming economic problems in coastal communities by implementing a program to utilize shellfish waste into economically valuable products. And after seeing the author, the author can conclude that the Coastal Community Empowerment program in managing shellfish waste into economically valuable products is very effective in overcoming the community's economic problems.

This is evident from the results of interviews we conducted with several housewives who work as shell craftsmen, when we asked (the researcher) "Do you feel that this program for utilizing shellfish waste can help deal with the economic problems that you are facing?" facing ? "

Then the mother answered (worker) "I agree because it is true that by making this shell craft I can earn an income every day so I can help with financial problems in our family so I can buy the food my children want, what's the point? what my child wants, God willing, we can fulfill it." And there were also those who answered, "Because of making this clam shell craft, I can help out with extra money when my husband doesn't go fishing."

And because of that, we can also see how enthusiastic the housewives and fishermen's family members are to participate or take part in making crafts from shell waste because this is a very good opportunity for them to be able to make money considering that it is very It is also difficult for them to find other jobs because they have a low level of education, graduating from middle school or high school. Then at the same time, housewives and fishing family members have a lot of free time which can be used for profitable activities so they can help their friends succeed.

Fishermen's work depends on capital and Muslims, the catch is unpredictable. shows that even housewives and family members due to low educational standards and poor performance, fishermen have a lot of free time making it difficult for them to increase their capacity. (Anggraini 2018).

One of the challenges faced by their teachers is how to develop students' critical thinking skills and occasionally hone their creativity to combine one raw material with other raw materials to create attractive and high-value products with high market value (Abubakar, 2021). One of the important components in the concept of community development is community potential, with the main one being community development. (Imaniar, 2017).

The first step towards the success of this program is to continue to strive to improve and strengthen the spirit and morals of society, especially among the younger generation, so that they can rise independently. (Supriadi, 2021).

This research is also in line with research that has been conducted previously, where previous research also showed that public education through shell crafts was used to increase household income in the household. really helps the community (Supriadi, N. 2021). And this also has a significant relationship with utilizing shellfish shell waste around the residence (Mahendra, et al. 2023).

This activity was carried out through a preparation process starting with a housewife whose husband worked as a shellfish fisherman. The activity was carried out to utilize waste from shellfish. The use of shells is carried out to reduce waste and improve the economy of coastal communities, where the processed shells are then sold at promising economic prices to improve the economy of coastal communities whose husbands

work as shellfish fishermen. The results of developing seashell crafts are sold through distributors or decorative flower traders in the market

CONCLUSION

From the program that has been implemented, it can be concluded that the shell waste processed and developed by the Tanjung Balai coastal community has a selling value so that this program is effective in helping improve the community's economy, and this program is also effective in reducing environmental pollution.

SUGGESTION

It is hoped that this clam shell processing program can survive and be sustainable. And it is hoped that there will be a role for the government and the private sector to develop this product to be better and have a higher selling price and can be developed more widely abroad

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